GIMBEL SPECIAL SERVICE DESK

Fashion Words to the Fashion Dictated by Paris: Approved by Gimbels



The Long Blouse Suit

Just a bit ultra; every bit smart. Jade lined; deeply sashed; stitchery over patent leather. That's the picture. Others, too-Poiret Twills; Piquetwills; Tricotines; Twillcords; Serges—a world of suits in fashion's own colors: wren: tan: grouse: ostrich grey: navy: of course. \$35 to \$195

> Beaded Embroidered Sashed Directoire Collared Fringed Mandarin Coated



Quilted Satin Cape Wrap

Last word in Fashion—only at Gimbels—this superbly hand-tailored quilted satin wrap. Note the dash of it-the new collar-the new sleeve —the engaging sash belt—the impeccable detail work. See the coat and marvel of marvels-learn that it is lowly-priced.

> Polo Coats Circular Capes Cape Coats Cape-Wraps Every Coat



Chinese Red: Milady's Frock

Chinese Red, Georgette-beads, dull gold-wood. Embroidery black and gold-fairy-fine-surpassingly smart. And-Paris, of course-a touch of dyed lace. Just one chapter of Fashion's story as entrancingly revealed in Frocks for Madam—lovely as Madam herself, \$25 to \$199.50

Wooden Beads Sleeves-What You Will Spanish Sashes Florentine Necklines Basque Waists Skirts Circular

GIMBELS WOMEN'S AND MISSES' FASHION SHOPS_THIRD FLOOR



\$89.75

Dove Grey in a Miss's Frock

Dove grey—slenderly belted, heavily beaded. Smartly simple—surpassingly smart. Blue with the grey-a dull, Chinesy blue. That's one frock that Fashion plans for Miss 14 to 20. Canton Crepes, Taffetas, Crepes de Chine—Miss 14 to 20's Spring frock fabrics. \$16.75 to \$95

Sashes: Sashes: Sashes Heavy Beadings Cut-work Oval Neckline Shirts-Full' Waists-Basque

Save Money on Soap

By Buying Now at Sale Prices

Gimbels once-a-year sale of Hard Water Soap now on-at much less than the regular price. Order

DOZEN Now and Save Money. GIMBELS TOILET ARTICLES SHOP-Main Floor. Several of the Finest Exhibits from the Grand Central Palace

ILKSHO

will be a star attraction on the Main floor of the Gimbel store tomorrow.

The thousands who were unable to secure admittance to the Palace will have their opportunity now.



BLOUSES

Far Below Cost of Manufacture

800 Lingerie Blouses Plain and lace trimmed voiles; striped voiles, organdies and

overblouse style (sketched) tuck Porcelain finish. blue, flesh and

ed; white and suit shades. \$2.95 and

Paris-Made Voile Blouses Tricolette Overblouses Two styles rat-tail braid embroider-

Crepe de Chine Blouses Blouses Tuck-in and Tie-around. Beaded, embroidered; lace-trimmed White, Tailored styles; Peter Pan or convertible collars. In white, flesh and flesh; suit shades.

GIMBELS BLOUSE SHOP-Third Floor.

Irish : Cluny : Filet

REDUCED 14c to \$3.50 a yd.

Real lace-the cob-webby product of flying fingers. What feminine heart can resist the call? No woman should, at these just-above-cost prices, which range from 14c to \$3.50 a yard.

> Edgings and Insertions-3/8 inch to 6 inches wide.

A special sale of our own importations at greatly reduced prices. Just what you need for summer dresses, sheer shirtwaists and filmy underthings.

GIMBELS LACE SHOP-Main Floor

Value of Values! Real Madeira Linens **One-Third Less**

Prices quoted are closer to those of 1914 than in any offering we have yet made. 1914 quality, absolutely. 13-Piece Luncheon Sets.... \$5.75, \$6.75

Bureau Scarfs 19x36 in....\$3.75 | 19x45 in....\$4.50 19x54 in.....\$5.25

Luncheon and Dinner Cloths 45x45 in....\$7.25 | 63x63 in...\$13.50 54x54 in....\$9.75 | 72x72 in...\$21.50

broidered; centres of pure round thread Irish Linen GIMBELS LINEN SHOP-Second Floor

Hand - scalloped, hand-em-

Pennsylvania 5100

JUST RECEIVED from IRELAND

5000 Yards Homespun Tweed FANCY SPORTS SUITING

Less than ONE HALF today's Wholesale Price

A Riot of Coloring-16 Differ. ent Styles

An importer sold to us at less than half price these wonderful all-wool homespuns, which he received too late to dispose of through the usual channels. To make a remarkable value sensational we pared our profits and now offer 5,000 yards at actually less than half the importer's today's wholesale price.

Plaids, checks, sports stripes and mixtures, in 2, 3, 4 and 5 color combinations. Irish tweeds of richest quality, made from fine, long, staple wools, yarn dyed. An offer of interest not only to individual patrons, but to exclusive dress-makers, tailors, skirt and coat

FULL 54 INCHES WIDE

GIMBELS DRESS GOODS SHOP-Second Floor.

Remarkable Values in

Colored Cotton DressFabrics

Cotton Is the Fabric of Spring

32 Inch Woven Dress Ginghams : 18c Yd. At one-half the opening mill price for the Spring of 1921.

38Inch Imported Scotch Ginghams: 75c Yd. Far below the present usual price for these smart checks and plaids.

Colored Linen Dress Fabrics Suitings: 95cvd. Irish and Belgian linens, 36 and 45 inches wide, in wonderful colors; remarkably reduced.

Printed and Woven Voiles 48c Yd. 38 to 44 inches wide, in chiffon finish and in delightful range of new pring patterns and colorings; very specially priced.

GIMBELS-Second Floor



Oliver Twist Suits

With All-Wool Serge Pants and Trimming

Tomorrow's Special

Just imagine! Suits that Little Lord Fauntleroy might have worn—they are so good; that the most harumscarum youngster could safely wear-they are so durable. With cunning pants of all-wool blue Serge and collars and cuffs to match. With Palmer Linen Jr. tops of a contrasting shade.

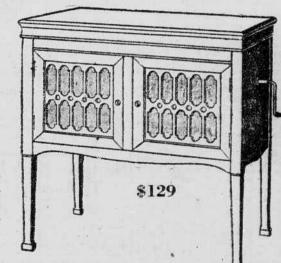
The BIGGEST FEATURE—the collars and cuffs are detachable, so that the waists may be washed without spotting the serge. Splendid of make-fine of fit. Tie. Braid. Embroidered emblems. Everything!

Tops in Blue, Green, Brown Linen; also White Galatine GIMBELS BOYS' CLOTHING SHOP-Fourth Floor

Sale! Conried Phonogram CONSOLES OF THE ADAM PERIOD

Terms As Low As \$5 a Month

Graceful of line, well built and beautifully finished in red or antique mahogany-this period cabinet of the new favored type is acknowledged superior in tone. It is highly polished, 351/2 inches high, 36 inches long and 221/2 inches deep.



Here are a few of its good qualities: A silent two-spring motor; a Ferro automatic stop; a universal tone arm; a tone modifier; one winding will play from three to five records; exposed parts all nickel plated.

SUPERIOR 1921 PLAYER PIANOS NEW and SALE-PRICED

Wonderful Quality

Of fine quality double veneered mahogany-an 88-note Player Piano conforming in every specification with much higher priced instruments.

Attractive Terms

Two whole years to pay. Price includes bench to match. Guaranteed for five years, backed by Gimbels service for one year. Delivery to your home.

TWO WHOLE YEARS TO PAY

Eighth Floor Salons open evenings until 9 o'clock. Use 33rd St. entrance, nr. Broadway. GIMBELS MUSIC SALONS-Eighth Floor and Subway Balcony

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels via Tubes and Subways